

THE 9 ANCESTRAL TENETS

A GUIDE FOR THE MODERN-DAY PRIMAL



THE BEGINNING



My name is Brian Johnson aka Liver King. I have dedicated the past 20 years of my life to the singular focus of teaching, preaching and modeling the Ancestral message. It is my mission to revive and to render mainstream the same primal patterns that progressed the sole surviving species of genus Homo.

Liver King is an evolutionary hunter by nature. A devout crusader for Ancestral Living by necessity. At the roots of today's suffering, therein lies tremendous friction between modern environments and our biology. It's my belief that our ancestors had it right. Many years before us, they identified a simple, elegant way of living that enabled us to genetically express the highest version of ourselves.

Our DNA evolved with the specific nourishment of sleep, movement, sun exposure and temperature conditioning. If you ask Liver King, it is goddam crystal clear that our DNA still expects these inputs today. With the elimination of such fundamentals, we've witnessed soaring rates of depression, anxiety, autoimmune disease, infertility, low energy and low ambition...

There's every chance you're here, because you know this level of suffering. You've experienced living hell and you're ready to dig your way out through callused hands. Or maybe you're reading this, thinking: my life is okay. I'm not unhealthy. I'm not unhappy. I'm just... existing?

You have a duty to yourself to get real fucking honest, Primal. The truth is, like the former Brian Johnson, you acknowledge a missing link. Or you wouldn't be here, searching for answers to greater fulfillment. A life full of energy, vitality and real inspiration.

I hope you've gathered by now... this is no ordinary ebook. This is Liver King's chief handbook. It contains the robust building blocks needed to reassemble the Ancestral environment in the modern world. So that you too can transform your life. Period.

From here on out, we will mine for the biological resilience we have lost. We will strive (until our blood burns) to restore the values, the principles and unbridled passion of our early ancestors. Liver King will teach you how to build a layer of skin so impenetrable, so hard-wearing... it mimics the raw hands and feet of a true, prehistoric warrior.

It's time to put back in what the modern world has left out. Dominate, Primal!



HOW TO OPTIMIZE LIVER KING'S GUIDE

For renewed strength, health and happiness.

Ready to jump straight on the Liver and Bone Marrow Train? Skip ahead to the **30 DAY PROGRAM**, or stick around to take one step at a time.

Note: This is an interactive document, touch on the ***bold italic text*** throughout the book to discover more content.



Lifelong habits are hard to break. They're just as hard to form.

DEPLOY LIVER KING'S KEY to stay the course and dominate life!

START HERE:

These action items require little to no monetary or resource expenses, but demand high levels of effort, consistency, and goddam grit. Nothing stands in the way of you attaining your highest self. Excuses will be eliminated, and goals will only be met on the other side of earning it.

TAKE MASSIVE ACTION:

I believe that to completely transform your life, there comes a stage where you must be willing to take massive action. There's no perfect time, so start before you're ready. Invest where and how you can. Commit to creating unstoppable momentum. Liver King style!

Engrave the day you start:

*Brian Johnson,
Liver King*



Tenet #1

SLEEP

LIKE A ROCK

On the hierarchy of health, nothing triumphs ***sleep***. The act itself is one helluva risk, placing the organism in our single most vulnerable state for 7-9 hours. You don't need a double-blind randomized controlled trial to confirm its unrivaled value. In all 2.5 million years, not one evolutionary process has extinguished the need for unconscious rest and repair. As it relates to hustle culture, there's nothing honorable about a hallucinating man after 1-2 sleepless nights... about a hunter unable to accomplish his duties, based on irritability, disorientation, and (after 3-4 days) complete psychosis [1]. Native American tribes gathered earthing materials and rested as soon as temperature dropped [2]. For the greatest dividends, you too will set up your ***best sleep*** so that you can have your best week.

Tenet #1

SLEEP... LIKE A ROCK

START HERE!

Get early morning sun exposure.

Through the eyes, on the face, on the skin. Why, Primal? Because our Native American ancestors prioritized light exposure first thing in the morning. They experienced regular wake cycles and lived with robust energy... never cheating with an alarm clock [2]. Start with 15-30 minutes morning and night.

Get on the *Liver and Bone Marrow* train immediately.

This is a big one. I can't tell you how many Primals get better sleep just by consuming a rich, bioavailable source of vitamin A (retinol). Retinol signals to the brain that it's daytime, so it plays an essential role in helping us to fall asleep on time, wake up feeling rested and stay alert throughout the day [40]. Devour Liver and dominate!

Block non-native blue light after sunset.

Wear UVEX safety goggles at least 2-3 hours before bed. When the eyes and skin are exposed to natural blue light from the sun, it signals our wake cycle and boosts alertness. This environmental cue is ridiculously valuable... or so it was within Ancestral environments. In the modern world, blue light is ubiquitous. It's emitted from all screens... TVs, smartphones, computers and lightbulbs too. Exposure to any form of artificial ambient light after sunset disrupts our natural sleep / wake cycles, resulting in poor sleep. It may not be practical to eliminate all non-native blue light after sunset, so do the next best thing and wear blue-light blocking glasses. **Here** are the glasses me and family wear...they cost 30 bucks for 3 pairs... Don't let ego hold you back. The benefits are massive. For a more comprehensive guide to Ancestral Tenet #1: Sleep, check out ***The Ultimate Ancestral Guide To Better Sleep*** on the Ancestral Supplements' Blog.

Tenet #1

SLEEP... LIKE A ROCK

TAKE MASSIVE ACTION!

Finish dinner 3-4 hours before bed.

Good things take time, Primal. Liver King allows several hours for digestion, reserving sleep for pure restoration. I walk and talk with Liver Queen and Boys, while taking in the sunset... the final environmental cue that the day is winding down.

Breath through the nose.

Mouth breathers are common sufferers of sleep disruption, sleep apnea and a vast number of heart, brain and organ malfunctions [5]. The mouth is engineered to eat, taste and talk. Keep it that way, or there will be consequences.

Sleep on the ground.

Look no further than modern-day hunter-gatherers to glean some ***insight***. When free radicals are not absorbed by the earth, they store in the body as inflammation. Inflammation creates chronic disease, and thus, so does the ***man-made cast*** we call a bed. Soft mattresses are just as lethal. When they're not releasing hormone-disrupting chemicals and off-gassing flame retardants, they're locking us into one position, impeding on natural twists and turns that assist in building a robust muscular structure [43].

To break new ground... sleep on it, Primal!

A man with a long, dark beard and a black baseball cap worn backward is shown from the chest up. He is shirtless and is eating a whole, raw chicken. He is holding the chicken with both hands, and his head is bowed as he takes a bite. The background is a blurred outdoor scene with green grass and trees under a blue sky with white clouds. The text "Tenet #2" is in the top right, "EAT" is in large letters over the chicken, and "LIKE A WILD BEAST." is below it. A white, splattered graphic is at the bottom of the image.

Tenet #2

EAT

LIKE A WILD BEAST.

To be certain, carnivore keto is the original human diet. Our species genus *Homo* evolved eating the whole animal: nose-to-tail, horns-to-hooves. Animal foods, organs and glandulars in particular, behold centuries of brain, bone and muscle development. Early Ancestral healers believed a healthy animal organ had the capacity to strengthen and support corresponding organs in the individual - a concept known as **Like Supports Like** [16]. It turns out, this nourishing tradition is backed by radioisotope labeling studies and justifies the endurance of many native tribes, plenty of whom selectively boosted reproduction rates by eating thyroid [11]. This should go without saying, but I believe that our DNA expects the same nutrient-dense inputs in order to sustain a vibrant, disease-free life.

Empty calories from processed Frankenfoods mean most people are critically deficient in protein, fiber and key micronutrients. How you do anything is how you do everything, Primal, so stop handing the steering wheel over to hyperpalatable flavors that hijack your brain's natural satiety-control mechanism and send your appetite into overdrive. It's not your fault that it's so hard to have "just a little," but it is your duty to ***abandon these foods,***

Tenet #2

EAT... LIKE A WILD BEAST

and to take ownership for the way you sustain yourself and your tribe. No one is going to fix our health crisis: increased rates of diabetes, cardiovascular diseases, overconsumption and obesity [10]. That's up to you! Fight the temptation to eat crap and restore a diet in harmony with nature to feel, function and perform with earth-conquering dominance.

START HERE!

Are you even eating raw Liver and Bone Marrow yet?

For Primals seeking drastic change, this is the first thing I tell them: get on the Liver and Bone Marrow train. Our early ancestors favored these before anything else. Grass-Fed Beef Liver from pasture-raised cows is one of the most nutritionally dense foods on the planet. The methylation optimization alone (from the choline, folate and B12) justifies the obsession as it literally supports the genetic expression of everything in your physiology: immune function, energy metabolism; healthy joints, skin, hair, gums and teeth. In the spirit of like supports like, consume Bone Marrow for enhanced collagen production, stronger bones and connective tissue [16]. If you can, go to your local butcher or local farmers market, and get the real McCoy. If you know your source, and it's clean, then ***eat like Liver King***. If you don't know your source (e.g. Walmart), freeze your Liver for two weeks prior to eating to kill most of the pathogens. Then, have at it. I recommend 3 to 4 oz of Liver, twice a week to start, and half the amount of Bone Marrow. If you can't stomach the real thing (or won't), devour the desiccated kind. I only trust ***Ancestral Supplements*** or ***Heart & Soil***. Last but not least, Primal, the fat-soluble vitamins live in a system together (vitamins A, D, K and E). Liver is King! But prioritize all four to express the highest version of yourself. See ***Tenet #7*** for more on this.

Remove seed oils.

If it's not cooked in ghee or lard, we're not eating it. That's the approach of Liver King and tribe, and ***here's why***. Sunflower oil, canola oil and margarine are incredibly dominant in omega-6

Tenet #2

EAT... LIKE A WILD BEAST

fatty acids, linked to increased blood pressure, blood clots, stroke and heart attack. To make it worse, they're packed with linoleic acid (in excess, this destroys our mitochondria and impedes neurodevelopment) [12]. No more waiting. No more excuses. Eliminate at all costs, Primal.

Eat enough calories & reduce trans-fats.

This goes for every sapien who wishes to unleash their highest self, but especially for females optimizing fertility. Calories are king, when it comes to thyroid activity, growth hormones, testosterone and the primal urge to move! [15] Double down on bacon cheese burgers (that's plural), ground wagyu with organs, ribeyes topped with butter and salt, short ribs falling off the bone... you get the point. If you're reaching for doughnuts and biscuits, trust me, you're not interested in food. Dive into the emotional or psychological problem and sort your shit out. You'll thank Liver King later.

Devour real food and dominate!

TAKE MASSIVE ACTION!

GO ALL IN: eat the nose-to-tail carnivore diet for 30 days.

If you need guidance, get your ass on ***Liver King's meal plan***. Best advice? No dairy or eggs to start. Love your ***Liver and Bone Marrow***. Focus on nose-to-tail organ meats from grass-fed cows including brain, spleen, kidney and thyroid. Make no excuses and get after it, if you're interested in reclaiming the best version of yourself. So damn proud you're getting it done.

Slip in and out of ketosis.

It's clear that us sapiens are not engineered for unlimited supplies of food, and certainly not all foods at once. To harness full benefits of AncestralLiving, you'll restore seasonal eating patterns, just like Liver King. It's as if we were hard-wired for it. In periods of famine, our biology identifies a secondary energy source (ketones)

Tenet #2

EAT... LIKE A WILD BEAST

to sustain cognitive functions [17]. Liver King and tribe simulate a famine season by eating a high fat (70-75%), moderate protein (20%), low carbohydrate (5%) diet. Try it! If it feels good, keep going and dominate.

Honor feast and famine periods.

To be clear, our ancestors would often go several days ***without consumption*** altogether. Liver King honors their ways by fasting for 24 hours every Wednesday and Sunday, up to 120 hours once a quarter. In the context of deep healing, fasting is the single most powerful metabolic intervention in existence. Start low and go slow, then build to Liver King standards. As the evolutionary hunter and the Ancestral entrepreneur that I am, I use it to maintain a balanced approach to consumption, to boost long-term metabolism and muscle growth... also, to save time and money.

Trust me, fasting is straight-up badass for the organism.



Tenet #3



MOVE

LIKE OUR ANCESTORS

Movement is arguably the most blatant mismatch between modern and Ancestral environments. Modern-day “solutions” continue to remove opportunities for movement, along with the ability to inhabit our strongest, healthiest form. I say, ***get to work*** and see what’s possible! The life that our ancestors lived was virtually engineered for high levels of physical activity. Our barbaric ancestors could be subject to hours under tension at once, bearing hunting tools, foraged foods, animal carcasses and fallen comrades. Fun fact, it is believed that our ancestors spent even sedentary periods in “active rest”, i.e. squat position [18]. This is validation that they spent their lives choosing the hard shit... and it paid off too. The high energy output of traditional peoples is directly associated with the evolution of our larger brains and badass endurance capabilities [19]. The least we can do in their honor is ***lift dumbbells before breakfast***. What you do with your body is just as important as what you put into it, Primal. In maintaining a ***“healthy level of movement”***, your instincts will kick in and the rest is history, because now you’ll be standing on top of the world.

Tenet #3

MOVE... LIKE OUR ANCESTORS

START HERE!

Aim to walk for 30-60 minutes a day.

Rain nor shine nor rest day. Movement was integral to survival everyday of the week. Replace your morning coffee with a morning walk to help focus your thoughts for the day. Walk in the evening to help quiet the mind.

It's just one foot in front of the other... try it!

Lift heavy shit.

I can't think of anything better to be than a beast... for it is strength that makes all other values (courage, mastery, honor, integrity, generosity) possible. The only thing you'll need is the willingness to strive-until-your-blood-burns every fucking day. So don't make excuses about equipment. Wherever you are, you can always find something heavy to carry. Carry a dog. Carry a person. Carry a bag. Carry something, for if you don't, you'll carry the regret of never realizing your most dominant form.

TAKE MASSIVE ACTION!

Work hard everyday.

Sometimes, twice per day.

Identify a badass training methodology that trumps the need for consumption-based satisfaction (food, painkillers, alcohol, drugs). Liver King favors the ***Westside Barbell Conjugate Method*** for its blend of functional strength training, metabolic conditioning and plyometric movement. Like anything, it only works if you do. So put in the work, sweat out the weakness. *Liver King style!*

Simulate a hunt.

To be certain, no Ancestral feast occurred without intense physical activity. Not one. Liver King simulates this ***pattern*** with sprints, heavy carries, kettlebell swings and carcass carries with a heavy

Tenet #3

MOVE... LIKE OUR ANCESTORS

sandbag. The goal is to leave nothing on the table. *Now that's how you earn a table full of primal fare.*

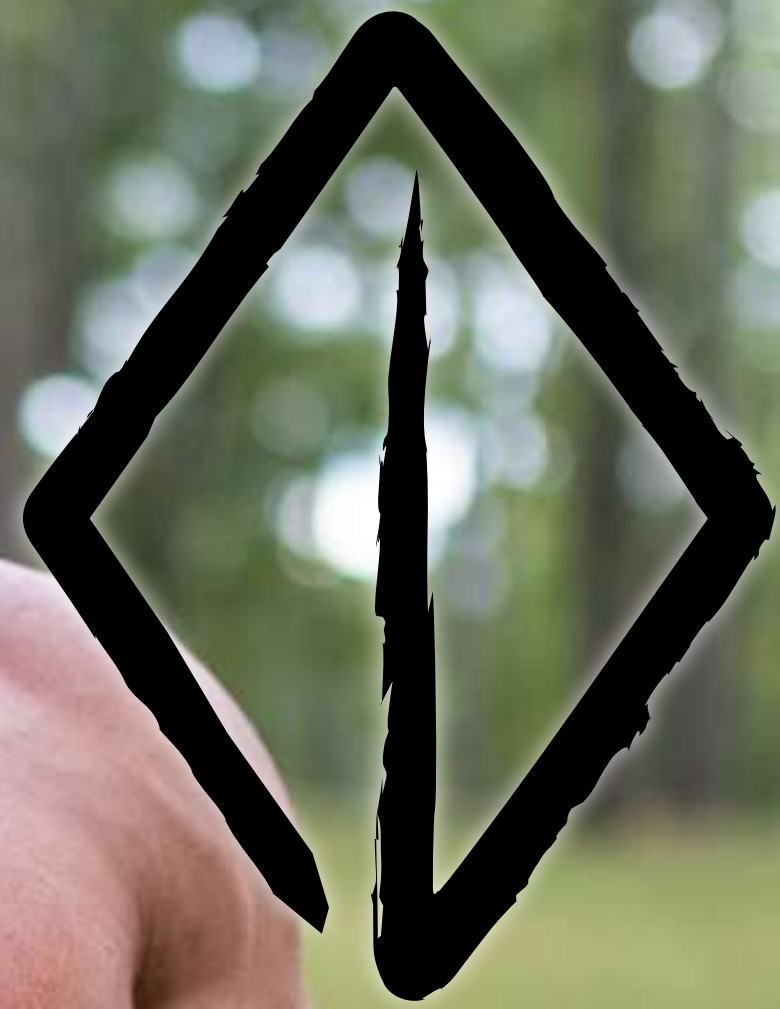
Honor your ancestors with real blood-boiling work. Try Liver King's favorite workout "*The Barbarian.*"

This Rite Of Passage warrants its own explanation and is reserved for Advanced Primals Only.

*Ready for war? Hell yes! **Jump right ahead.***



Tenet #4



SHIELD

THYSELF FROM DANGER

Survival of our species depended on the primal instinct to avoid danger at all cost. 'Nuff said. I don't care if you're Liver King... and if danger is afraid of you. Don't let ego, nor the desire for masculine bravado trump logic, Primal. When our ancestors were confronted with options to fight or flee, they sure as hell chose the latter when it was vital to preserve energy, long-term health and a stable reproductive environment. It is believed that our ancestors responded to danger like chimpanzees to lions: by way of "alarm calls, whimpers, climbing into trees, and silence." [20] It would seem to Liver King that **modern-day toxins** pose an equally dire threat to quality of life. Take massive action and guard your life!

Tenet #4

SHIELD... THYSELF FROM DANGER

START HERE!

Seriously, are you on the Liver and Bone Marrow train yet?

This is non-negotiable. Get on the Liver & Bone Marrow train to build biological resilience, so that you can better withstand dangers, poisons and toxins. The fat soluble system found in Liver and Bone Marrow offers vitamins A, D, E, K2 (MK-4 specifically) in a raw, super bioavailable form that will strengthen your resilience against all modern-day toxins.

Limit excessive WI-FI and EMFs.

Turn off your WI-FI at night. Take your phone out of your pocket and keep it in airplane mode as much as possible. Are you using an EMF meter yet? Magnetic fields can alter chemical reactions in the body, so get 'em out of the cave at all costs! The adverse health effects are so abundant (fatigue, loss of libido, anxiety and depression), the return on investment more than justifies the effort [21, 6].

Drink your alcohol pure and let the Liver do its work.

I actually get quite a few inquiries about drinking alcohol. This whole Ancestral Living thing has gotta be practical, or it doesn't work. That said, if you can become more robust, if you can build biological resilience so that you can better withstand dangers, poisons and toxins, by all means, have some poison. Wife and I do the same as it's clear the benefits of sensible indulgence (for bonding and deepened human experience) outweigh the negatives. Liver King has no room in his schedule for hangovers, so when I drink, I drink like a man: 95% ethanol on an empty stomach...

Here's how I do it!

Tenet #4

SHIELD... THYSELF FROM DANGER

TAKE MASSIVE ACTION!

Replace non-native clothing.

Strip your wardrobe of toxin-filled polyester, acrylic, acetate and nylon. Go 100% native (wool or cotton)... Don't forget to ditch the underwear to preserve your manhood from petrochemicals that disrupt natural libido and fertility. As an evolutionary hunter, it's your duty to ***protect one's tribe***. It can't grow if you can't, Primal.

Avoid fluoride .

in fruit, coffee and toothpaste. Our early ancestors didn't brush, didn't floss, didn't get cavities... and I'm 100% sure they didn't consume fluoride, the leading cause of chronic metabolic bone disease (teeth defects, back and joint pain, vertebral fractures, you name it) [22].

Relocate outside of main cities to avoid pollution.

To be certain, I advocate ***Tenet #9 [Bond]***. This lends itself heavily to protecting fellow tribe members, so if possible, bring your family, friends and inner circle with you. The word "Texas" (where Liver King resides) is an Indian word that literally means friend or ally. Safe to say, Texas is just straight-up badass. But there's plenty of damn good alternatives, so find your Texas, Primal. This is a big move if you live in the city, but trust Liver King... so is the decision to stay. Exposure to fossil fuels is starving us of healthy hearts, lungs and kidneys; inciting asthma attacks along with increased immune, reproductive and cognitive defects [27, 28]. Take massive action... do what works for you and your tribe to dominate life!



Tenet #5



CONNECT

TO THE EARTH

Until 40,000 years ago, humans were in constant contact with the earth. You don't need evidence to prove this: look no further than Ancestral environments. They made it virtually impossible to bypass the physiological need for grounding. When was the last time you planted your bare feet on the earth, Primal? There's your root problem. Today, rubber shoes, cars, houses and elevated beds mean that we're almost never connected with the earth. If you want to feel, function and perform with earth-conquering dominance... ***direct-to-earth*** contact needs to be on the agenda. Go figure. With all seriousness, man-made surfaces barricade the release of free radicals; a vital anchoring process that improves overall health, sleep quality, blood flow, mood and mental stability [4, 29]. To date, the feet contain more than one-quarter of all bones in the body [30]. We were certainly purpose-built to roam barefoot and bloody, like all honorable beasts. Let's raise the bar and own our title!

Tenet #5

CONNECT... TO THE EARTH

START HERE!

Remove your shoes for 10 minutes in the morning and night.

This is the easy part. Just find some real grass, dirt, sand or gravel. Any authentic surface will do.

“Hug” a tree...

or sit down and lean your back against a tree while sharpening the saw with a good book. Do what works for you. Trust me, nothing beats the Ancestral connection.

TAKE MASSIVE ACTION!

Go for barefoot walks/hikes.

If you're following ***Tenet #2*** (are you?), you'll already be walking 30-60 minutes a day. Ditch the shoes for another layer of benefit. Commit no matter rain or shine. When it starts to rain, sink your toes deep in mud like Liver King... Perhaps it's the most Ancestral way to be. *First, reverse-domesticate. Then, dominate!*

Take sleep to the ground.

I'll say it again for the Primals in the back. ***Get close to the ground*** and stay there. Refer back to ***Tenet #1***. *Recover, rest, restore.*

Tenet #6



COLD

**GET FUCKING COLD...
TO GET FUCKING STRONG.**

I have spent the past decade doing ***the hard things***. I am 100% sure the path of MOST resistance is the only path that builds tolerance and enables the highest version of ourselves. Our early ancestors knew this, so they persevered in rain, hail or snow. They could sniff out real danger from an opportunity to stimulate thermo-regulating brown adipose tissue (BAT). Our potential for robust strength and immunity remains encoded in our DNA, Primal, but so long as you depend on clothes, heaters and buildings, you're destined to be a shell of your potential. It's simple: weak things break, so dominate your environment. Take massive action and reap the benefits of improved circulation, enhanced sleep, mental and physical resilience [31, 32]. In other words, ***get fucking cold.***

Tenet #6

GET FUCKING COLD... TO GET FUCKING STRONG

START HERE!

Perform cold/hot shower contrasts for 30 seconds.

Start low and go up slow (everyday). You'll down right hate Liver King at first, but you'll keep going because comfort is not good for the organism. It sure as hell is not conducive to the abundant change you desire. When adaptive mechanisms start kicking in (and they will), stop turning the tap altogether. Enjoy several minutes of pure, primal stimulation for the blood vessels and arteries [31]. *Struggle creates strength... get some.*

TAKE MASSIVE ACTION!

Cold plunge several times per week.

If you're following ***Tenet #2*** (are you?), you'll already be walking 30-60 minutes a day. Ditch the shoes for another layer of benefit. Commit no matter rain or shine. When it starts to rain, sink your toes deep in mud like Liver King... Perhaps it's the most Ancestral way to be. *First, reverse-domesticate. Then, dominate!*

Take sleep to the ground.

Turn your spa into an ice bath ***Liver King-style!*** Remember what we do trumps what we say so lead from the front. Fill a large bucket with ice, and plunge daily to build tolerance. Primals who have the habit on lock down may shift into a weekly cadence with longer durations... minimum twice per week like Liver King. Track progress and use it as a tool to harden body, mind and spirit. *Speaking of tools... are you eating **Liver and Bone Marrow** yet?*

Tenet #7



SUN

**GET SUN...
TO RAISE YOUR POTENTIAL**

When Liver King isn't bathing in blood, I'm bathing in the ***sun...*** through the eyes, on the face, on the skin. Our early ancestors certainly didn't rely on caffeine and other modern-day stimulants, and yet, they experienced high energy levels from dusk till dawn. How does Liver King know this? Well, they moved far more than we do and possessed greater lean muscle mass [33]. Both our Ancestral lineage and studies on vitamin D deficiency confirm that the benefits (of sensible sun exposure) outweigh the risks... so get some! That's one helluva start to resurrect declining health metrics, including energy levels and oral health [34, 36]. Don't forget, we (you and ***Liver King***) share the same access to sun and other life-giving forces that nourish our DNA. To kick even more ass, bring balance to the entire fat-soluble system. Prioritize vitamins A, D, K and E to remineralize your teeth, optimize key metabolic factors and immune function [35]. Take one step today... to take massive action tomorrow. You got this.

Tenet #7

GET SUN... TO RAISE YOUR POTENTIAL

START HERE!

Replace modern-day stimulants with sun exposure.

Make 100% sure you're following this action item from ***Tenet #1*** to ***regulate sleep cycles*** and boost energy metabolism [2]. I personally aim for 10 minutes at sunrise, 60 minutes at mid-day (to optimize intense UVB rays for vitamin D), and 30 minutes at sunset... walking barefoot with Liver Queen and Liver dogs [37]. But do what works for you. 15-30 minutes morning and evening is a good start. Get sun on you and dominate, Primal.[36].

Never, and I mean never, wear sunglasses.

Liver King and tribe train the eyes to recognize strong sun, in order to upregulate protection and avoid burning. To be clear, Liver King eats sunscreen (i.e., foods rich in antioxidants that protect my skin from UV damage). I vehemently recommend you do the same. Ditch the protection and load up on the good stuff. By the way, are you eating ***Liver*** yet?

Devour life and Liver.

Eat your Liver to prevent calcification, to build strong bones and teeth [41]. Real and raw is best, but don't let perfect be the enemy of good: ***supplement*** if needed. See ***Tenet #2*** for more on this. ***Liver is King!***

TAKE MASSIVE ACTION!

Consume wild fish eggs, egg yolks, blubber and grass-finished tallow

For vitamin D, A and K support, and plenty of authentic olive oil and avocados for Vitamin E [38, 39]. There's nothing that could go into Liver King's chops that's more delicious, nor more nutritious than this ***primal fare***.

Tenet #8



FIGHT

*LIKE YOUR LIFE DEPENDS ON IT
[IT DOES]*

Enjoy the feeling of winning, Primal? Of course you do. This harkens back to the way of our barbaric ancestors, who evolved fighting, hunting and protecting. We are still the baddest mammalian predators that ever lived, and our DNA still thrives off dopamine. The problem today is that few of us create opportunities to win. This is what fosters an inner fire, incentivizes real risk and enables us to discover new meaning. When you overcome hard shit every fucking day, you place yourself in a winning mindset. This is what breaks the cycle of a boring, routine-driven life, and begins the cycle of pleasure and reward. ***Stacking personal records*** has created unstoppable momentum in Liver King's life, and is likely the missing link to renewed drive and purpose for every Primal.

Tenet #8

FIGHT... LIKE YOUR LIFE DEPENDS ON IT

START HERE!

Bring novelty to everything you do.

Ditch all systems that allow you to exist on autopilot. ***Sleep differently, eat differently, move differently.*** *It's all right here... in Liver King's handbook.*

Sprint towards the hard shit.

You earn the life you behold. Skip the struggle, and you can skip the spoils of the modern world, Primal. Earn the hell outta your life. Make no excuses. Get after it... that first bite of ***Liver***, that uncomfortable frigid feeling of ***being cold***, the brutal pain of a ***blood-burning workout***. Attack and wrestle with your demons until you win. One thing is for sure, this is the only way to take full ownership over your life. *Dominate, Primal.*

Get fucking cold.

Although you're already doing ***this***, right? Getting cold elicits fight or flight mode. When you embrace the discomfort, you signal to the body and brain that you've chosen to fight. *That's goddam primal!*

TAKE MASSIVE ACTION!

Look for opportunities that scare the shit out of you!

Scared of heights? Climb a tree, and shout from the top like a badass barbarian. Millions of years ago, this represented escaping a predator and winning back your life.

Tenet #8

FIGHT... LIKE YOUR LIFE DEPENDS ON IT

Fast.

A 5-day water fast is a sure fire way to invite struggle into your everyday routine. Remember, start low and go slow. Begin with 24 hours to condition the mind, body and spirit. Break the fast with a simulated hunt in honor of our barbaric lineage. Refer to ***Tenet #3*** to do it right.

Pick a fistfight (that's worth fighting for).

A meaningful life is defined by moments of intensity and overcoming. When the opportunity arises, unleash the inner beast!





Tenet #9

BOND

WITH THY FELLOW SAPIEN

Since the inception of our species, we have belonged to a far greater purpose... being there for one another. Primal purpose for an evolutionary hunter like Liver King included fostering a more dominant tribe by hunting, foraging, shielding and protecting thy fellow man. Outside of spreading the Ancestral message, this is Liver King's sole purpose... my duty, my obligation. What about you, Primal? Are you leading from the front? Taking your rightful place in the tribe makes space for deep social connection, the kind that's been lost with the advent of technology and the overselling of independence in the modern world.

As a Cave Dad, what we model (what we do) is geometrically more important than what we teach and preach (what we say). This justifies the importance of ***bonding*** with offspring, and applies to forming kinship-like bonds with all sapiens. We must share knowledge, experience and inspiration in order to become the highest versions of ourselves, ***collectively***. In all my research, I'm yet to find a single species that was made to do this alone. We are the sole surviving species of genus Homo for we have effectively harnessed diverse skill sets and roles to optimize survival. That's pretty goddamn badass! In other words, it would seem that unification historically remains at the core of domination.

Tenet #9

BOND... WITH THY FELLOW SAPIEN

START HERE!

Put down the damn phone...

And spend quality time with family, friends and loved ones. Serial entrepreneur or not, you need to make time for this everyday. Play games, share stories, share food, share wins. Bring the tribe with you on daily walks, go hunting or struggle through a workout together... take on a shared project and collectively dominate your environment.

Build your tribe.

Get goddam crystal clear on what you believe in and stand for, and put that shit in stone (for me, that was/is Ancestral Living). Then start building... and by that, I mean find one other man who believes in what you believe. Then another, and then another... before you know it, you'll have built yourself a tribe.

TAKE MASSIVE ACTION!

Reconnect with your tribe.

We all have friends and family that we've lost connection with... Modern environments will do that. It's time to reach out and reconnect with these Primals... testing as it may be. Send a text, call them or better yet, carve out time and see them in person. Don't underestimate how powerful this action is. It can literally save lives.

Adopt a dog.

The bond between dogs and sapiens is ancient and enduring. We provide each other with immense purpose. So if you're on the fence, go out and adopt one already! Make 100% sure you feed them like the wild beasts they are.

GET TO WORK!

FIRST 30 DAYS

This list is your true north for the **next 30 days**.
Commit daily to the body. To the mind. To our ancestors.
If it suits you, you'll make it permanent. You'll see through the
Advanced program.
And you'll unlock the greatest, most dominant version of
yourself.

Good luck, Primal.

GET EARLY MORNING SUN EXPOSURE.

GET ON THE LIVER & BONE MARROW TRAIN.

REMOVE SEED OILS FROM YOUR DIET.

WALK FOR 30-60 MINUTES.

LIFT HEAVY SHIT.

**SWITCH OFF WI-FI & TURN PHONE ON
AIRPLANE MODE BEFORE BED.**

**REMOVE SHOES & CONNECT TO THE EARTH
FOR 10 MINUTES MORNING + NIGHT.**

**PERFORM 30 SEC HOT/COLD SHOWER
CONTRASTS. REPEAT 2-3X.**

**PICK ONE THING YOU DO DAILY & DO IT
DIFFERENTLY.**

**DEDICATE 30 MINUTES TO UNINTERRUPTED
TRIBAL BONDING...**

PUT DOWN THE DAMN PHONE!

ADVANCED PRIMALS ONLY

BEYOND 30 DAYS

So damn proud that you're getting it done.

Stay the course and keep kicking ass!

Whatever you do, don't get comfortable. Harness this list **DAILY** to leave the comfort of the cave for good. Adopt all 9 Ancestral Tenets. No excuses, no matter what. Lead from the front. And remember, Primal... on the other side of struggle is the strongest version of yourself. *Dominate!*

FINISH DINNER 3-4 HOURS BEFORE BED.

**CONSUME A NOSE-TO-TAIL CARNIVORE DIET.
90% ANIMAL FOODS, 10% FORAGING FOODS***

**LIFT MORE HEAVY SHIT... MAKE YOUR BLOOD
BOIL [TWICE PER DAY].**

WEAR & SLEEP IN NATIVE MATERIALS ONLY.

SLEEP ON THE GROUND.

**COLD PLUNGE [SHOWER, BATH OR RAIN/
SNOW] FOR 10 MINUTES.
[TWICE WEEKLY]**

**PERFORM A 24-HOUR FAST WEEKLY & A
5-DAY FAST QUARTERLY.**

**FIND ONE THING THAT SCARES THE SHIT OUT
OF YOU... SPRINT TOWARDS IT
AND RUN IT OVER.**

ADOPT A DOG... YOU'RE WELCOME!

**COMPLETE THE *RITE OF PASSAGE*
& BECOME A BARBARIAN.**

THE BARBARIAN

RITE OF PASSAGE

The Barbarian consists of a one mile drudge, bearing the following load:

FOR MEN:

- 70lbs backpack
- 20lbs ankle weights (10lbs each leg)
- 70lbs kettlebells (each hand)
- 70lbs sled (120lbs on asphalt)

FOR WOMEN:

- 50lbs backpack
- 20lbs ankle weights (10lbs each leg)
- 53lbs kettlebells (each hand)
- 70lbs sled (85lbs on asphalt)

This is the ultimate **test** of human grit, and thus, it is every man's birthright. Be warned: every step is unsteady, off balance, as if trekking shin-deep through mud, carrying a fallen comrade across the shoulders. Grip, grit and absolute resolve are measured in steps.

Liver King performs The Barbarian (or The Super Barbarian) every **Saturday**, as a reminder that I, we are descendants of the sole surviving species of genus Homo (the baddest, most barbaric mammalian predators that ever lived). We are built to endure physically, mentally, emotionally and spiritually. If you ask Liver King, there is no greater way to honor our barbaric ancestors, who endured this kind of back-breaking work on a regular basis.

Complete it. Document it and repeat it, to claim your rite as a self-made Barbarian! Sprint towards the physical and psychological pain... and everything else you do for the remainder of the week will come with relative ease. Break new ground, Primal, and know that not a single mental, emotional or physical obstacle thereafter has the power to break you.

Don't forget to tag **@liverking** when you get it done. Get after it and dominate your world.



SHARE YOUR WINS!

The way of all great stories, this journey back to strength, health and happiness is best shared with all sapiens. To share is to sharpen a double-edged sword, Primal. When you stack wins, you create unstoppable momentum for yourself. You inspire those who continue to suffer to take massive action alongside you. Liver King always says show 'em, don't tell 'em. So celebrate every milestone. Stand up from every failure. Build and welcome the support of your tribe. Anything you need along the way, I'm always here for you.

Don't forget to tag **@liverking** on social media; to comment, DM or send me an e-mail at **lk@liverking.com**.



GO FORTH AND DOMINATE

In a traditional ebook, this part would be labeled the conclusion. But in the context of an ever-evolving species, I don't believe one exists. We are and will always be a work in progress. Like Liver King, you'll continue to unearth ways of living and being that are better suited to our genetic disposition. When you do, I hope you'll fulfill your duty... that you'll lead from the front and share the way of the future with all fellow sapiens, in honor of our great Ancestral lineage.

Until then, it is my hope that you'll take the 9 Ancestral Tenets and glean all you can from their wisdom to transform into the highest genetic version of yourself. When it gets hard, and it will, remember...

You are, like Liver King, a descendant of the sole surviving species of genus Homo. That makes you one of the baddest mammalian predators to ever live. It makes you tribe.

When you share your journey, both struggles and wins, you inspire other great humans to join you, so that we may bear the load and enjoy the spoils together. Let's raise the bar, share the Ancestral message and do some goddam good in this world.

If anyone has the capacity to reclaim strength, health and happiness, despite all contesting factors, let it be you, Primal.

Prioritize. Execute. Dominate life!



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THE 9 ANCESTRAL TENETS

A GUIDE FOR THE MODERN-DAY PRIMAL

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